WAIS Planning Thoughts

Goals: Should end up with some crisp bullets that everyone buys into, e.g.

. Build a profitable $100 million company
. Leading provider of---tools for electronic publishing

1. Other Internet software vendors- should understand where they are going and to the extent possible get them to offer WAIS interface
       Netmanage
       Frontier Technology
       Beam & Whiteside
       Woolagong
       Spry (Internet in a Box)
       Netcom (to offer Netcruiser)
       Mosaic Communications Corp (Clark from Silicon Graphics + 8 or 9 NCSA people

       9 Software Cos. have licensed Mosaic-to support commercially
           Quarterdeck
           Others

       Infoseq: Steve Kersch-- WAIS server competitor
       NCSA sponsor of Moasaic

2. What business are we in? How do we describe WAIS?
       . selling and supporting server software for electronic publishing
       . software for corporate text data base retrieval?
       . setting up and operating electronic publishing centers for content providers

3. Who are typical customers (current and potential) within each segment
       . attempt to be brutally honest re what their experience has been with WAIS so far
       . regarding responsiveness, focus, product line, etc.

       .Does it make sense to be aggressively "stirring the pot" re new strategic relationships if it's not possible to respond in a timely manner?

4. Who do we compete with? What direction are they likely To go in?

5. Who are we likely to compete with

6. What's needed to maintain and grow the market presence? How to leverage current reputation, customer base, and product line? What are the main issues:

. Is there an opportunity by helping to resolve current perceptions re Internet security and reliability?

. Can WAIS be most successful by making other players successful? How?

7. What's the market size for each of the business segments?

8. Business structure issues
. single company Vs series of joint ventures
. funding sources-- corporate, venture capital

9. What's needed for
. current products
. new products
. services

10. Infrastructure issues-- What are the most pressing current needs?
a. Supporting current customers
b. Responding to potential customers
c. Capacity problems
d. Product development and customer releases
e. Timely follow-up for
. customer/contract payments
. new releases
. contract commitments
f. Financing